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Maricopa Association of Governments Litter Education & Prevention Program Update Transportation Policy Committee

Presented by:
RIESTER
December 12, 2007



Program Mission

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- Reduce litter on the regional freeway system in the MAG region.
- Develop and implement a strategy to increase public awareness and change behavior.
- Establish an evaluative process to measure the success of the program.

Secondary Research Review

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Target Audience Description

- 16-24; 25-34.
- Predominately male.
- Single.
- Smokers.
- Eat/buy fast food 2 times per week or more.
- Frequent bars and night clubs.
- Drive pickup trucks.

Statewide Survey Results

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Litter Awareness

- 80% of AZ residents consider litter to be a problem.
- Almost a third (26%) had seen, heard or read an ad related to litter in the past 3 months.
- 42% recalled the “Don’t Trash Arizona” slogan after being prompted.
- 63% likely to report litterers.



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Campaign Success



“Hot Spot” PR Event

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- The April 5th event focused on the Top 10 litter “Hot Spots” within Maricopa County.



Phoenix Councilwoman
Peggy Bilsten
Chair - MAG TPC



Governor Janet Napolitano



“Hot Spot” Event

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- The event took place near the stack interchange at 24th Ave and McDowell Rd., a “Hot Spot” location.
- Visuals included 500 bags of litter - the amount collected in a single day along Valley freeways – as well as dangerous debris items.



Paul Reif Media Event

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- June 15, 2007
- Paul Reif's son Matthew Reif was killed in June 2006 on Hunt Highway from roadway debris.



Paul Reif Media Event

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- Paul spoke with the media from channels 3, 10, 12 and 15 regarding the accident and to spread the message of the dangers of unsecured loads.



Paul Reif Media Event

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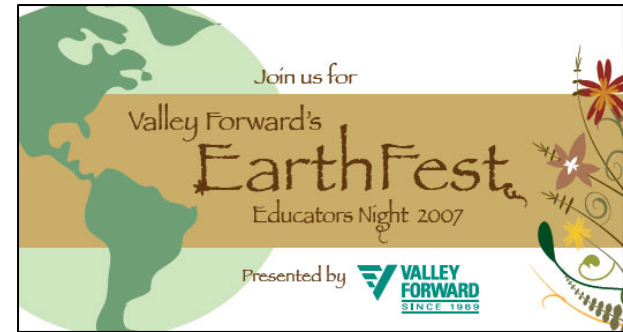
- Sergeant Tim Mason, with the Dept. of Public Safety, was on hand to answer questions.



EarthFest Event

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- October 17, 2007.
- Valley Forward EarthFest Education Day at the Phoenix Zoo.
- 400 educators were present.
- MAG handed out *Don't Trash Arizona* activity packets to educators for student use.



Anti-Trash Costume Bash **RIESTER**



- Held at ASU on October 31, 2007 (Halloween).
- Mayor Hugh Hallman was the MC for the event.



Anti-Trash Costume Bash

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- Students were asked to make costumes out of recyclable materials, including plastic, paper, aluminum, etc.



Anti-Trash Costume Bash

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- MAG, ADOT and ASU representatives were judges.



Anti-Trash Costume Bash **RIESTER**



- U-Haul sponsored \$1,500 in prizes.
- Joanne Fried, Director of PR, was on hand to give out the prizes.



Anti-Trash Media Results

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- ABC 15
- SDTV (Sun Devil TV station)
- The East Valley Tribune
- The College Times
- The State Press (ASU newspaper)
- Web Devil (ASU online news outlet)
- Online at KTVK-IND Ch. 3
- MSNBC.com ran Tribune story



Event Impressions Summary

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- Hot spots – More than 7.4 million impressions.
- Paul Reif Event – More than 5.2 million impressions.
- Costume Contest – More than 1.2 million impressions.
- Total = 13.8 million



Radio Advertising

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- 1,648 spots have aired from March 12 through November 30, 2007. Radio will continue through May 31, 2008.
 - Stations include:
 - KEDJ – FM – Alternative Rock
 - KKFR – FM – Rhythmic
 - KSLX – FM – Classic Rock
 - KUPD – FM – Active Rock
 - KVIB – FM – Spanglish
 - KZZP – FM – Rhythmic
 - KTAR – AM – Sports Talk
 - KJZZ – FM – Talk
 - KBAQ – FM – Talk



Radio Advertising

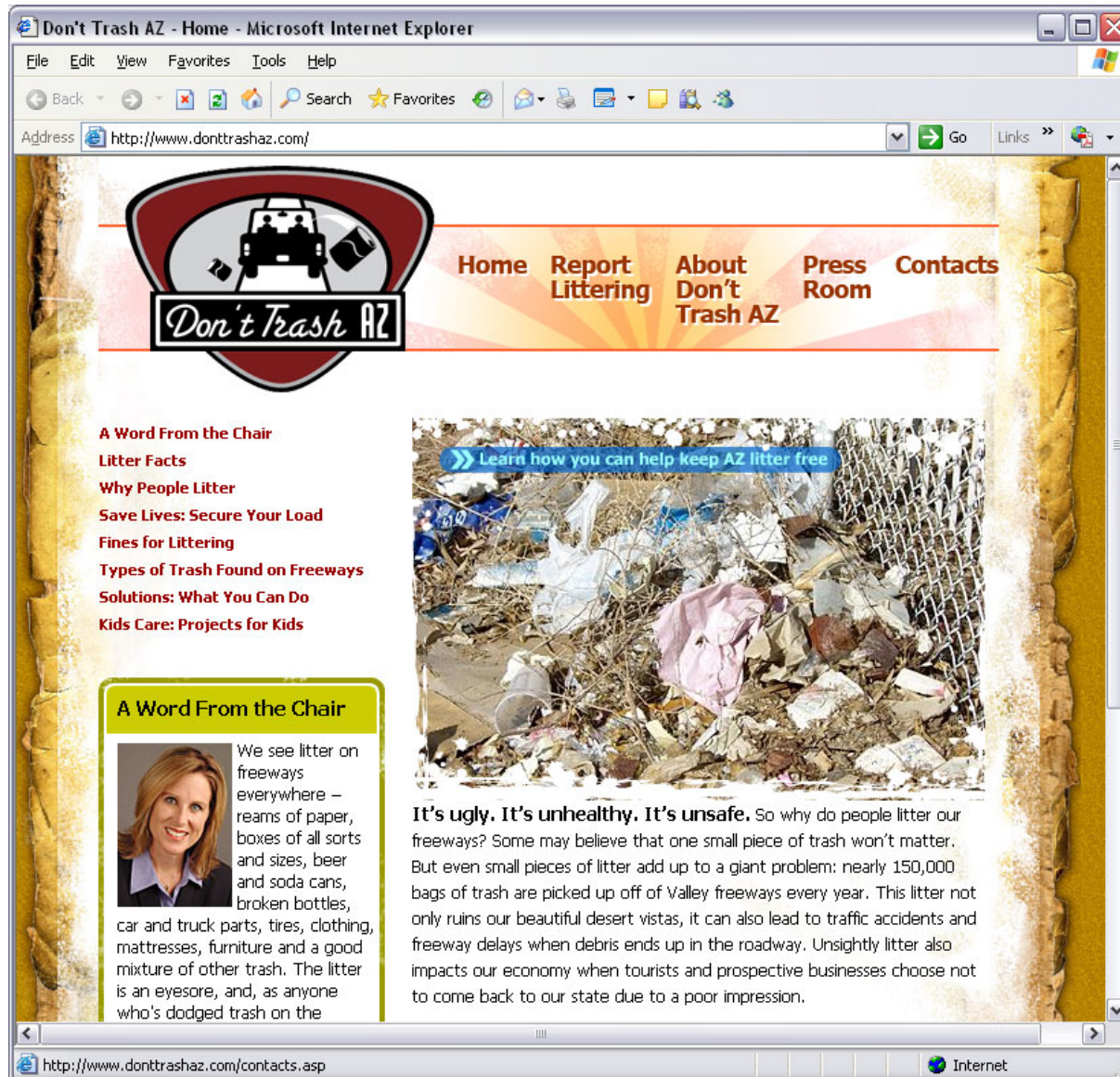
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- New MAG radio spot
“Commentary.”
 - Spot began airing Dec. 3rd



DontTrashAZ.com

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- Web site launched in March 2007.
- Received thousands of hits since its debut.

Web Site Update

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- *DontTrashAZ.com* provides key messages and allows users to:
 - Report litter violations.
 - Order free litterbag.
 - Download activity packets.
 - Visit the press room.
 - Access survey findings.
 - Learn dangers of unsecured loads.
 - Access “hot spots” report and download map.
 - Ask questions/provide feedback.



Partnership Development

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- Hospitality and Restaurant Association.
 - Creative presentation for partnership exploration.
- \$25,000 received from the town of Paradise Valley for regional litter education efforts.
- U-Haul.
- Rental car agencies.
- Arizona State University.

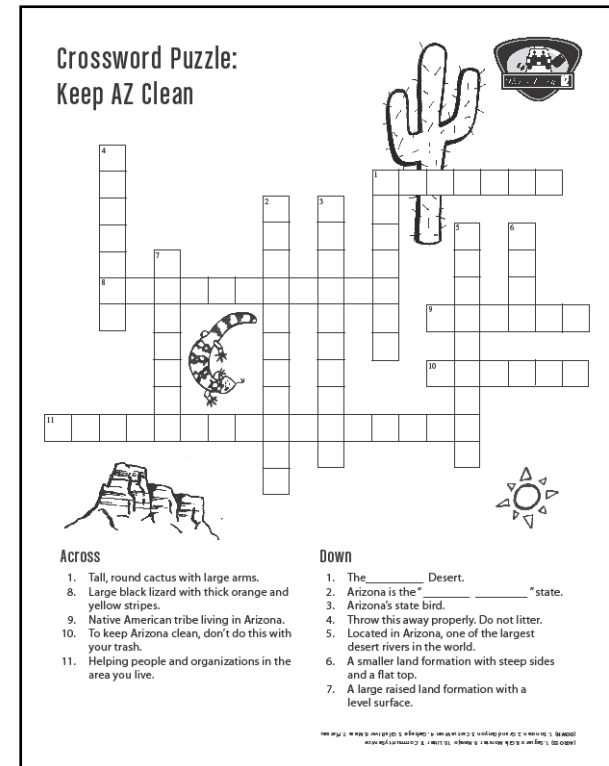


ADOT Activities



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- Message Boards
 - DTAZ message appeared 195 times since July.
- Educational Activity Packets
 - 9,000 packets to 30 Parks/Recreation Administrators.
 - Curriculum meets state education guidelines.



ADOT Activities



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- Media Buys
 - Statewide radio.
 - 1.7 million impressions.
 - Nascar Event at PIR.
 - Sold-out crowd of 250,000 spectators.
 - 250 wrapped trash cans.
 - Signage along 500 ft. of fencing.
 - Signage on 10 trams.
 - Distributed 10,000 litter bags via RV Nation newsletter.
- Implementing social media campaign.
 - Pilot program with University of Arizona.
 - Students will develop videos featuring anti-litter messages.



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Measurement Criteria



Measurement Criteria

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Evaluating the program's success

- Reduction of complaints to ADOT central office.
- RIESTER will conduct a phone follow-up survey in the spring of 2008 with Arizona residents to measure awareness and behavior changes.
 - The data from this new survey will be compared to the original baseline survey.



Measurement Criteria

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- Follow up survey questions will measure:
 - Self-reported littering.
 - Litter reported falling off respondent's vehicle.
 - Seen/heard:
 - Radio advertising.
 - Media coverage.
 - Litter bag usage.
- Awareness of Web site.



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2008 Planning



2008 Planning

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- Partnership development.
 - U-Haul event.
 - Explore additional partnerships.
- Events and activities for 2008:
 - Sky Harbor rental car event – Jan. 2008.
 - PV Mall initiative.
- Periodic updates to the TPC.



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Thank You

